

Michigan Department  
of Community Health



Rick Snyder, Governor  
James K. Haveman, Director

**TV COPY**

DATE 10/4/12  
CLIENT MDCH  
PRODUCT Obesity/MI Healthier Tomorrow  
TITLE Tomorrow ALT COPY  
LENGTH :30 SPOT # MAB: T017703 MCTA: T017702

WE SEE A TREADMILL SITTING  
DESERTED BEING USED AS A CLOTHES  
HANGER.

ABANDONED WEIGHTS UNDER THE  
COUCH WITH WRAPPERS.

OLD EXERCISE VHS TAPE PROPPING UP  
TABLE.

COBWEBS OVER OLD STATIONARY BIKE  
IN BASEMENT.

HEART HEALTHY RECIPE COOKBOOK  
WITH DUST.

WE SEE AN OLD BASKETBALL HIGH ON  
A SHELF. A 30-SOMETHING AFRICAN  
AMERICAN MAN DRESSED IN SWEATS  
PULLS IT DOWN TO WORK OUT.

TITLE CARD:  
"GET SUPPORT, TIPS AND SAVINGS."  
DISSOLVES TO...  
" PLEDGE TO LOSE 10% TODAY."

LOGO  
MICHIGAN.GOV/MIHEALTHIER  
TOMORROW.

ANNCR:

Tomorrow you will battle the bulge.

Burn that fat.

Tomorrow, you will exercise your right to a  
healthier future.

Tomorrow

Or maybe... it's today. Yes, today!

VO: Decrease your risk of chronic  
diseases tomorrow, by pledging to lose  
10% today.

Join the movement.